

JAN - 9 1995

JOSEPH L. MCGAVICK  
Chairman

MIKE MURPHY  
Board Member

JACK RABOURN  
Board Member



STATE OF WASHINGTON

WASHINGTON STATE LIQUOR CONTROL BOARD

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MEETING TO DISCUSS LIQUOR ADVERTISING

January 5, 1995

RELEASE AT WILL

Liquor advertising should be informative and promote personal responsibility. Liquor Control Board Chairman Joe McGavick expressed those thoughts as he announced a meeting to be held Thursday, January 19 beginning at 9:00 a.m. in the Coho Room at the Tyee Hotel, 500 Tyee Drive SW, in Tumwater.

"If you look at advertising related to alcohol-based products, especially that of some of the novelty spirits and some of the breweries, you will see how blatant it has become," McGavick continued. "Several years ago, the Board addressed this issue. In the last few years, there is a perception that some of the emphasis has been to buy, drink and get what you want. Very little has been done to promote responsible consumption or moderation."

McGavick said many of the advertisements are definitely appealing to young people. The ads stress youth and the accomplishments or activities that are normally associated with people in their late teens and early twenties. "In some instances," McGavick added, "It is apparent these people may have gone beyond the bounds of responsible promotional efforts in an attempt to encourage people to buy their products. There is nothing wrong with advertising so long as the advertisements are honest, factual and not misleading."

McGavick indicated he would like to see all manufacturers of alcohol-based products take a more proactive role in stressing moderation and responsible consumption of their products by adults as some producers have done. The Liquor Control Board, by law, is charged with the responsibility of protecting the health safety and welfare of the people of the state. Requiring responsible advertising by liquor manufacturers is one function in which the Board should take a more active role.

The meeting on January 19 will discuss liquor advertising in general and specifically those areas where McGavick believes far more work needs to be done by the manufacturers. "Advertising which is borderline in appealing to children or stresses enhancing the consumer's abilities to attain certain accomplishments goes beyond the limits and we will deal with irresponsible producers accordingly. If it means we have to have new laws to bring about responsible approaches to advertising, then that is the road we will follow."

### WSLCB ###

MORE INFO? Contact Gigi Zenk (206)664-0099 or Carter Mitchell (206)753-6276

PLAINTIFF'S EXHIBIT	
CASE NO.	CV04-0360P
EXHIBIT NO.	117

WBW-004150

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